Integration of an Email Marketing Tool for Customer Support at the E-Commerce Development Center

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***Abstract*—This undergraduate project examines "Integration of an Email Marketing Tool for Customer Support at the E-Commerce Development Center." The thesis studies email-marketing support for the ECOMVIET center and describes integration of a supporting tool into the customer-contact workflow. The source conclusion emphasizes the difficulty of building a flexible and enduring marketing system and treats a more complete tool as future work. Sales management joins customer, product, contract, invoice, and payment information. The contribution is a student analysis of the marketing task and an initial tool integration, subject to further functional and field evaluation. Claims that it improves campaign efficiency or business growth would require evidence beyond the supplied thesis. The work is reported within the scope supported by the original manuscript, without assuming an unrecorded deployment or quantitative benefit.**

***Index Terms*—email marketing, C#, SQLite, e-commerce, customer management**

I. Introduction

Sales management joins customer, product, contract, invoice, and payment information. The thesis examines an organization's existing workflow and the information needed to support its selected task. It identifies a practical task, selects functions to study or build, and explains why the task matters to the organization concerned. The evidence for the project is its requirements analysis, design material, and described implementation. Intended advantages are distinguished from effects actually established in the manuscript [1]. Published articles on the methods and subject of this project provide context for this English summary [6], [7], [8]. Published books on the methods and subject of this project provide context for this English summary [9], [10].

II. Methods

The student analyzed the selected case, described the relevant records and procedures, and prepared the design or program functions reported in the thesis. The design links input records to the updates, searches, reports, or other functions relevant to the task. Functional descriptions, diagrams, interfaces, and source conclusions are used where present to identify completed work. The manuscript is not treated as evidence of an additional user trial or dataset that it does not document [1].

Supervisor: Đỗ Năng Toàn.

III. Results

The thesis studies email-marketing support for the ECOMVIET center and describes integration of a supporting tool into the customer-contact workflow. The source conclusion emphasizes the difficulty of building a flexible and enduring marketing system and treats a more complete tool as future work. It does not report measured campaign outcomes, customer conversion, or organizational performance. The documented result is the design and implementation exercise and its analysis of marketing needs. The available evidence does not support describing a comprehensive, validated marketing platform [1].

IV. Discussion

The thesis studies email-marketing support for the ECOMVIET center and describes integration of a supporting tool into the customer-contact workflow. The source conclusion emphasizes the difficulty of building a flexible and enduring marketing system and treats a more complete tool as future work. The reported functions can be interpreted against the original organizational need, but implementation alone does not establish every intended benefit. The contribution is a student analysis of the marketing task and an initial tool integration, subject to further functional and field evaluation. Claims that it improves campaign efficiency or business growth would require evidence beyond the supplied thesis. Transaction cases and user review would be needed to establish reliable routine operation. The source provides a case study and a basis for later verification of completeness, reliability, and use [1].

V. Conclusion

The author investigates an email-marketing tool for customer support at ECOMVIET. The original conclusion presents this as a learning and software-development project and calls for further work toward a more capable application. It does not quantify effects on customers or businesses. The contribution is a student analysis of the marketing task and an initial tool integration, subject to further functional and field evaluation. Claims that it improves campaign efficiency or business growth would require evidence beyond the supplied thesis [1].

References

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